

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
February 9, 2010
Board of Directors Meeting
AMPAS -- 1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

Ryan Harter, President, CIM Group
Lillian Kuo, Vice President, Broadreach Capital
Duke Gallagher, Treasurer, The Production Group
Craig Donahue, The Donahue Group
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Brent Gaulke, Gerding Edlen
Kitty Gordillo, Hollywood Wilshire YMCA
Father Michael Mandala, Blessed Sacrament Church
Patrick Olmstead, Los Angeles Film School
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron
Patrick Russell, The Robert Green Company
Roxanna Sassanian, Sunset Gower/Sunset Bronson Studios
Travis Serpa, Urban Outfitters

Absent

Carol Massie, Secretary, McDonald's Restaurants
Charles Eberly, The Eberly Company
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance

Guests

None

Annual Meeting

1. Call to Order

The meeting was called to order by Board President Craig Donahue at 4:10 p.m.

2. Election of Directors

A. Report from Nominating Committee: Fr. Michael Mandala presented to the board the following slate to be elected for two year terms (2010-2012)

Charles Eberly
Kitty Gordillo
Ryan Harter
Patrick Olmstead
Michael Pogorzelski
Fred Rosenthal
Travis Serpa

It was moved by Duke Gallagher, seconded by Richard Falzone and CARRIED to elect the proposed slate of candidates to the Central Hollywood Coalition Board of Directors to serve a two year term. Unanimously approved.

B. Recommendation from Nominating Committee to Fill Vacant Seat: Fr. Mandala explained to the board that with the departure of Rouben Rapelian from the board there was still a vacant seat. Fr. Mandala said the nominating committee had interviewed Roxanna Sassanian from Sunset Gower Studios and would like to recommend that she be voted in to fill Rouben's seat for the remainder of his term, which would expire in 2011.

It was moved by Ryan Harter, seconded by Fred Rosenthal and CARRIED to appoint Roxanna Sassanian to the CHC Board of Directors to fill the remainder of Rouben Rapelian's term, expiring in 2011. Unanimously approved.

3. Election of Officers

A. Recommendation of Slate of Officers: Fr. Mandala asked that the board consider the recommended slate of officers to serve a one year term:

President – Ryan Harter
Vice President – Lillian Kuo
Secretary – Carol Massie
Treasurer – Duke Gallagher

It was moved by Brian Folb, seconded by Michael Pogorzelski and CARRIED to approve the proposed slate of officers to serve a one year term. Unanimously approved.

4. New Business

None

5. Adjournment of Annual Meeting

There being no further business the annual meeting was adjourned by Board President Ryan Harter at 4:19 p.m.

Monthly Board Meeting

1. Call to Order

The meeting was called to order by Board President Ryan Harter at 4:25 p.m.

2. Public Comment

No public comment.

3. Approval of Board Minutes

It was moved by Lillian Kuo, seconded by Craig Donahue and CARRIED to approve the minutes from the board's January 12, 2010 meeting. Unanimously approved.

4. Treasurer's Report

A. Appointment of Duke Gallagher to Treasurer: Ryan Harter with the board's recommendation asked that Duke Gallagher assume to position of Treasurer for a one year term. Gallagher accepted the appointment.

B. Review/Approve Financial Statements: Duke Gallagher reviewed the financials through December 31, 2009. Gallagher informed the board that the BID finished the year on budget, with approximately \$29,000 still receivable. Based on those figures Gallagher says that this year's contingency should be around \$13,000.

It was moved by Fr. Mandala, seconded by Travis Serpa and CARRIED to approve the Treasurer's Report from December 31, 2009. Unanimously approved.

C. Ratification of Director Action Taken December 8, 2009 to Authorize Expenditure of \$10,000 to HPOA in support of performance bonuses for staff:

It was moved by Craig Donahue, seconded by Lillian Kuo and CARRIED to ratify the expenditure of \$10,000 for HPOA performance bonuses made by the board on December 8, 2009. Unanimously approved.

5. Committee and Program Reports

A. Streetscape Committee

1. Hollywood Community Plan Update: Sarah MacPherson reviewed with the board a summary of Chapter 3 of the draft plan. MacPherson asked that the board review the matrix and send her feedback that they felt should be passed along to the CRA. Morrison recommended that a small group of board members be put together to review the plan in detail with MacPherson, so as to determine the policies they would like to recommend the board support. Ryan Harter appointed Lillian Kuo, Brian Folb, Kitty Gordillo and Roxanna Sassanian to the committee.

2. Art Exhibit Planned for Big Lots Property: Michael Pogorzelski informed the board that during the week of March 3-8, 2010 the Big Lots space will play host to a public art exhibit.

3. Infrastructure Survey: MacPherson reported that the proposed survey is a first attempt to assess failing infrastructure in the BID area. The survey will possibly be used to help identify property owners that would be interested in privately investing in the repair costs.

4. "Social Life of Small Urban Spaces" Screening: MacPherson informed the board that on Thursday, February 25, 2010 at 4 p.m. there will be a second screening of the William Whyte film for those who are interested. The film will be shown at the Los Angeles Contemporary Exhibit space located at 6522 Hollywood Blvd.

5. Purchase Two-Wrought Iron Benches for Installation: Pogorzelski reported that the HPOA staff, in the process obtaining a quote for wrought iron benches to replace all “rent a benches” on the Walk of Fame, failed to notice that two benches fell within the boundaries of the SVBID. The HPOA is willing to absorb the cost of the additional benches and place them within the Hollywood Entertainment District boundaries, or the SVBID may choose to purchase these two for that portion of the Walk of Fame. The total cost would be \$3,705 from the beautification budget.

It was moved by Michael Pogorzelski, seconded by Travis Serpa and CARRIED to approve the purchase of two Victor Stanley wrought iron benches at a cost of \$3,705. Unanimously approved.

B. Marketing Committee

1. Demographic Research Survey: Katie Zandona informed the board that BW Research had sent a draft copy of the intercept survey for the staff to review. In addition to this Zandona and Morrison recently participated in a call with the local schools and BW Research to obtain the schools’ permission to allow BW to distribute the surveys to their students via email.

2. Consider Increasing Pole Banner Campaign Budget: Prior to the board meeting Craig Donahue reported that he and some fellow board members had met with Zandona to discuss the potential pole banner designs for the campaign. The committee agreed on three designs and asked if it would be possible for the board to increase the budget for the banners to allow for three designs to be printed rather than the previous agreed upon one design motion. The additional costs are estimated to not exceed \$8,000.

It was moved by Craig Donahue, seconded by Brian Folb and CARRIED to approve the increase to the pole banner budget to allow for a three design campaign for a total campaign cost not to exceed \$28,000. Unanimously approved.

C. Security Committee

1. Adopt Position on Proposed Closure of Hollywood Community Courthouse: Travis Serpa briefed the board on the tour he, Brian Folb, Fabio Conti, Morrison and Joe Mariani took part in earlier in the morning. Serpa explained to the board that the situation is a complicated one as there are three entities, the State, the County and the City, who all seem to be involved in the courthouse in some way. Folb said it was obvious to the committee members in attendance that the courthouse is a much needed resource for the Hollywood community. The board reviewed the proposed letter Morrison had brought, and asked that language be added to it that depicted the nature of the crimes that are reviewed in Hollywood, and how such crimes are better served in a local courthouse, as opposed to Downtown.

It was moved by Michael Pogorzelski, seconded by Travis Serpa and CARRIED to authorize Morrison to send the proposed letter with adapted language to the appropriate individuals in order to convey the board’s desire for the Hollywood courthouse to remain open. Unanimously approved.

6. New Business

None

7. Old Business

None

8. Report from Kerry Morrison

A. Los Angeles BID Consortium: Morrison reported that the BID has been approached to host the BID Consortium meeting for February 24, 2010. If the board agrees to host the meeting, Morrison asked that members forward her any potential locations where the meeting could be held. Morrison informed the board that the meeting usually consists of anywhere from 20-30 various BID and city representatives. Lunch would be provided by the Sunset and Vine BID and a motion would be needed to approve the lunch purchase.

It was moved by Craig Donahue, seconded by Brian Folb and CARRIED to approve the purchase of lunch for the LA BID Consortium's February 2010 meeting at a cost not to exceed \$500. Unanimously approved.

B. Update on Hollywood Christmas Parade: Morrison reviewed with the board the letter that was sent to Council President Eric Garcetti and Council Member Tom Labonge's offices asking for a debrief meeting on the parade, based on results that had been returned to the HPOA via a community survey. Morrison recently received a call from Mr. Labonge saying that he did not think the parade route or time should be changed and wished to speak with the HPOA Board of Directors about the parade. MacPherson shared with the board that a contact in Council President Garcetti's office had told her that Mr. Garcetti would also be amenable to the idea of discussing the parade. Morrison said she would keep the board informed as to when an actual meeting is scheduled.

9. Next Meeting

The next meeting was scheduled for Tuesday, March 9, 2010 at 4 p.m. at AMPAS (1313 Vine St., Los Angeles, CA. 90028).

10. Adjournment

There being no further business the meeting was adjourned by Board President Ryan Harter at 5:50 p.m.